ABSTRACT

A system retrieves content from multiple content providers to be displayed on a Web page. The system verifies the format of the retrieved content and rejects the retrieved content if the content format is not valid. If the content format is valid, the retrieved content is stored in a central database. The content is then extracted from the central database to generate a schedule indicating particular content to be displayed at a specific date and time. The Web server displays the appropriate content at the specified date and time.